

# Resume Ready- A Strategic Approach

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COLLEGE of  
BUSINESS & TECHNOLOGY  
EAST TENNESSEE STATE UNIVERSITY

# 6 SECONDS



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# Oh my.....

Manger, Ruby Tuesdays, Johnson City,  
TN: (2015-Present)

Financial Advisory Internship:  
Erst & Young



**Jason Paul**  
Creative Director

Film ~ Puppets ~ Theatre ~ Scenic Design ~ Video Production Assisting  
Creative, artistic designer with experience in film/theater; offering diverse background in



**Jane Roe**  
Business Development Manager

Professional Business Developer with more than four years of experience in the business development processes. Involved in product testing, management, and development of new business opportunities.



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# Key Strategies . . .

- ▶ View strategically—  
*What skills should I TELL AND SHOW?*
- ▶ Write **TRUTH**
- ▶ Write for the **SKIM**
- ▶ **CUSTOMIZE** for audience (not just 1)
- ▶ Responsibilities and **RESULTS**
- ▶ **RELEVANCE** drives the process



# 3 Key Strategies

## 1. Write for a SKIM.

Bullet point followed by **strong, active verb**—See Examples

- ▶ **Create**
- ▶ **Evaluate**
- ▶ **Analyze**
- ▶ **Present**
- ▶ **Prototype**
- ▶ **Design**
- ▶ **Strategize**
- ▶ **Communicate**
- ▶ **Lead**

### **INCORPORATE CAREER READY SKILLS/ WORDS....**

- ✓ **Critical Thinking**
- ✓ **Lead**
- ✓ **Team**
- ✓ **Communicate**
- ✓ **Technical Savvy**
- ✓ **Equity-Inclusion**
- ✓ **Career Self-  
Management**
- ✓ **Professionalism**

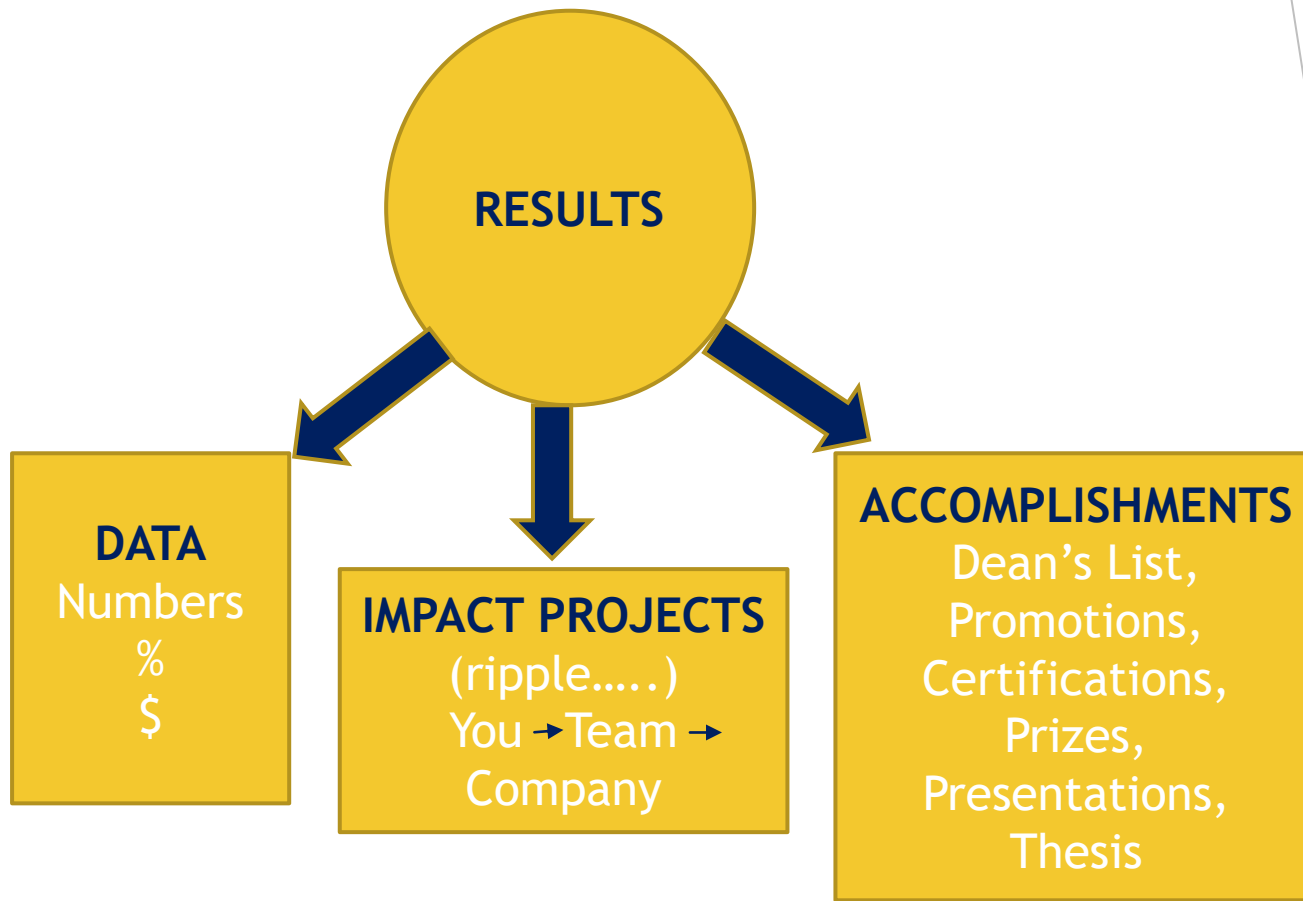
# 3 Key Strategies

## 2. Customize for AUDIENCE and PURPOSE.



# 3 Key Strategies

## 3. Share RESPONSIBILITIES AND RESULTS.



# EXPERIENCE—Results!

- ▶ **Numbers, numbers, numbers (% , \$)**
- ▶ Example: Launched lawn care business, raising \$4000 for COVID-19 research.
- ▶ Example: Led 5 member lab team . . .
- ▶ Example: Increased membership by 25% during tenure as President.
- ▶ **Impact Projects—TASK/ACTION/RESULT**
- ▶ Example: Led 5 member Susan G. Komen team, organizing donation scheduling, team training, and event process, raising \$2500.
- ▶ **Accomplishments/Recognitions**
- ▶ Example: President's List, promotion at work, Senior Award





# Resume Sections and Headings

- ▶ Contact Information
- ▶ Summary or Objective—Purpose?
- ▶ Education
- ▶ Experience—Jobs, Team Projects, Leadership Roles, Personal Projects, Volunteer, Missions (*How big is your world view?*)
- ▶ Additional Skills-  
Technical/Professional
- ▶ Awards and Honors (can be higher on page)



# SAMPLE RESUME

Single Space, 0pt Before & After Line Spacing. Narrow Margins (.5")-  
12pt font for contact information, 10 or 11 point for body of your resume

## Your [Name] in 18-24 Point, Bold

[Physical Address]•[Phone Number]•[Email Address]•[LinkedIn address]

**Headline** [Position sought, Availability semester/date]

*Or*

### SUMMARY

[Seeking position, start date with type of company (or industry), utilizing skills (~3)]

### EDUCATION

[University Name]

[City], [State]

Bachelor of [Business Administration/Science] in [Major]  
Minor

Expected [Month and year of Graduation]

- GPA: [xx] / 4.0; [GPA optional- only if 3.0 or higher]
- Honors: [xx]
- Relevant Coursework: [List classes related to your career goals]

### RELEVANT PROJECTS/RESEARCH [Optional – not required if you have a lot of relevant experience]

[Project Name]

[City], [State]

[College/ organization]

[Month & Year Start Date] – [Month & Year & End Date]

- List accomplishments and what you learned/skills you gained
- Use active verbs to integrate transferable skills into your bullets to better explain what you did
- Whenever possible, be sure to quantify by using stats and figures to back up your impact on the project

### WORK & LEADERSHIP EXPERIENCE [List in reverse chronological order]

[Company Name]

[City], [State]

[Position Title], [Group Name]

[Month & Year Start Date] – [Month & Year End Date]

- Put your strongest selling point first! Look at the job description to garner what is most important to employer
- Focus on actual accomplishment and results, not just job duties
- Provide details regarding the context of your responsibilities and how it impacted the organization
- Quantify any results whenever possible and use industry keywords (found in job description)

[Company Name]

[City], [State]

[Position Title], [Group Name]

[Month & Year Start Date] – [Month & Year End Date]

- Begin each bullet point with a strong active verb
- Be consistent with your tenses; if it happened in the past, use past tense
- Avoid repetition; try not to use the same words and/or phrases over and over again

### SKILLS [You can also use columns to format]

**Technical skills:**

**Language skills:** - [Has to be conversational]

**Industry-Specific skills:** [Optional – some industries have many, some have none]

### ACTIVITIES/HONORS/INVOLVEMENT (If you held a leadership position, describe accomplishments)

**Professional Association, Title**

[City], [State]

Brief description

[Month & Year Start Date] – [Month & Year End Date]

**Student Organization, Title**

[City], [State]

Brief description

[Month & Year Start Date] – [Month & Year End Date]



# Key Rules.....

- ▶ Begin statements with strong, active verbs
- ▶ Be consistent—information location, punctuation, presentation
- ▶ Share information in reverse chronological order
- ▶ Make your doc one page
- ▶ Creative fields can have more creative resumes
- ▶ Be careful with color
- ▶ Include portfolio or web site link to your work
- ▶ Save space by sharing references on page 2
- ▶ Reinforce your name—email address and file name
- ▶ Make sure contact information is accurate
- ▶ Do not use “I”
- ▶ Spell check—word check



# SPACE SAVERS

- ▶ Bullets between contact data
- ▶ Dual columns
- ▶ Reduce margins
- ▶ Reduce font size (no smaller than 10)
- ▶ Combine descriptive statements
- ▶ Use descriptive statements for relevant jobs
- ▶ Edit, edit, edit—*“the” and “a”*



# In summary . . .

# TELL YOUR STORY

## KEY STRATEGIES

- ▶ Customization
- ▶ Relevance
- ▶ How am I *different?*
- ▶ Results
- ▶ Key Words....FLEX!
- ▶ Mix/match Headings
- ▶ Strategic Bolding
- ▶ Resume Style--uniqueness

## KEY WORDS

- ▶ **Communication**
- ▶ Project Management
- ▶ **Leadership/Team**
- ▶ **D and I**
- ▶ **Global Economy**
- ▶ Problem resolution
- ▶ *Flexibility/Change*
- ▶ **Tech Savvy**
- ▶ **INITIATIVE**



# NOTE KEY WORDS FOR INCORPORATING INTO YOUR RESUME.

## TELL AND SHOW TECHNOLOGY AND SKILLS IN ACTION.

### SAMPLE Job Description:

As an Engineering Intern in the Trucks Division at Satellite Industries, you will play a vital role in supporting our engineering team in the **design, development, and improvement** of our fleet of trucks.

### Key Responsibilities:

Design Support: Assist engineers in the **design and modification** of truck components and systems to meet performance, safety, and regulatory requirements.

Prototype Development: Collaborate with the engineering team to **create prototypes and conduct tests** to evaluate the functionality and durability of new designs.

Documentation and Analysis: **Prepare technical documentation** including drawings, specifications, and reports. **Analyze data** from tests and experiments to provide insights for design optimization.

Process Improvement: Identify areas for process improvement in truck manufacturing and assembly processes. **Propose and implement solutions to enhance efficiency and quality.**

### Requirements:

Current undergraduate or graduate student pursuing a degree in Mechanical Engineering, or a related field.

Strong understanding of engineering principles and design.

Proficiency in **CAD SolidWorks and AutoCAD for 2D and 3D modeling**. Excellent analytical and problem-solving skills.

Ability to work collaboratively in **a team environment**.

Strong **communication skills** and attention to detail.

# RESOURCES

- ▶ **CBAT CAREER SERVICES WEBSITE**
- ▶ <https://www.etsu.edu/cbat/careerservices/handouts.php>
- ▶ **Click STUDENTS -> HANDOUTS**
- ▶ Best Practices
- ▶ 3 Key Strategies
- ▶ Resume Template